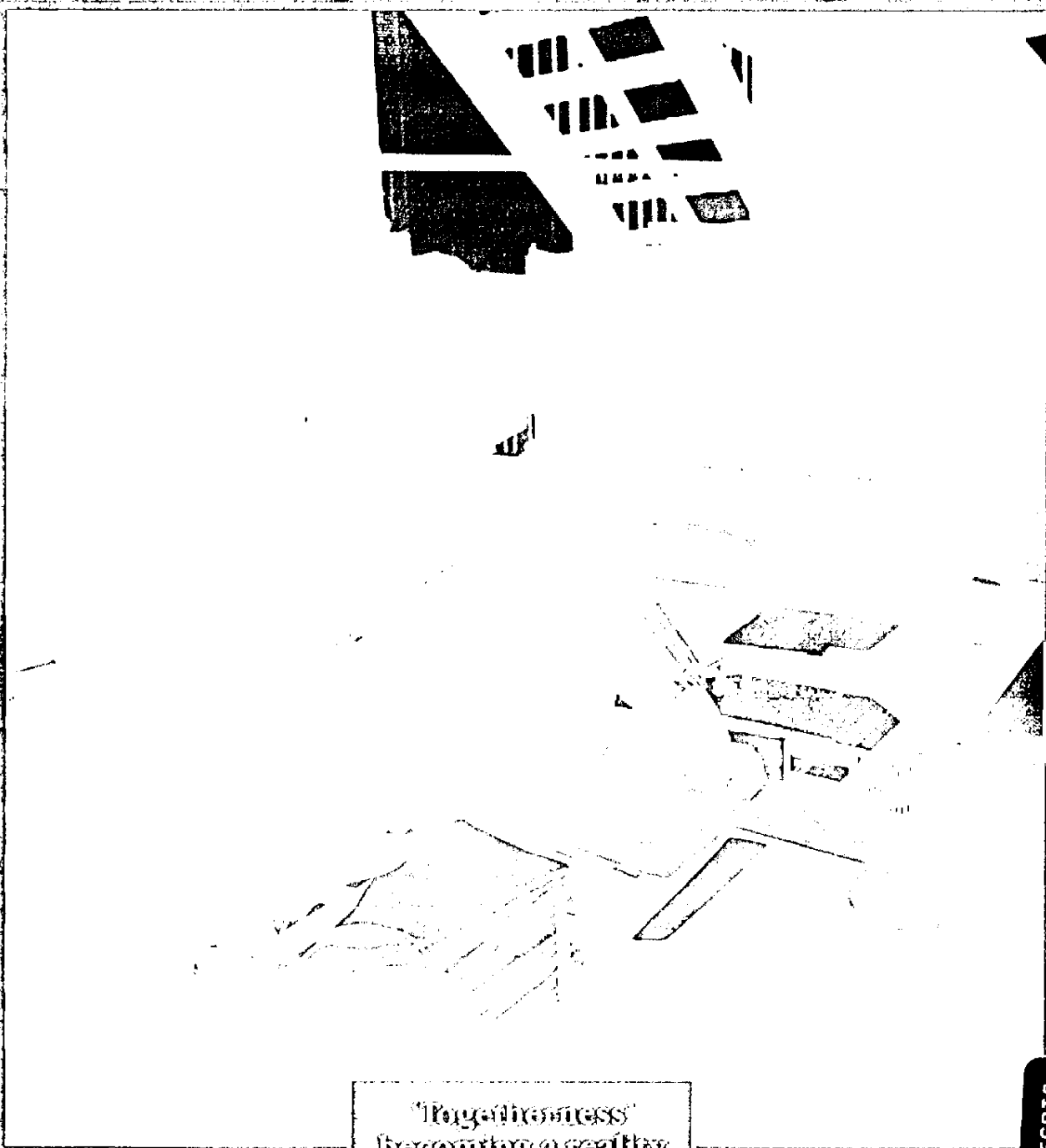


SALES

RR Sales Company / September-October 1988

MERCHANDISER



"Intelligentness"
becoming a reality
in Dallas, nationwide

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MEMO

New offices merge people, ideas

Since the formation of RJR Sales Co., great strides have been made in advancing the synergies that exist within our tobacco and Planters LifeSavers businesses.

Things are certainly taking shape. Throughout the company, the bonds of unity become more apparent as we work together toward common goals.

Bringing people together takes on a special meaning as we begin merging our individual field sales offices into common office complexes in major metropolitan areas. The transition has already begun in Dallas and Seattle, and consolidated offices will continue to open on a regular schedule until completion of the program sometime in 1990. This issue of *Sales Merchandiser* features a recent office consolidation and our managers' impressions of their new work environments.

We are providing first-class facilities with new furnishings and equipment. Our present managers and those who aspire to management positions with our company deserve office facilities that make a favorable impression with job applicants and other visitors.

But I would emphasize that an office is more than a building and equipment. It is a center for ideas and creativity. Combining our offices provides an atmosphere where our people can learn more about



each other's business and concentrate on how they can improve our total business, together.

We can be justifiably proud of our new field offices. They reflect the opportunities that lie ahead for RJR Sales Co. and our people.

Sincerely,

Ron Beasley
Senior Vice President - Sales Operations

ON THE COVER:

A two-story, glass-enclosed entry and a contemporary work station provide a bright, open working atmosphere for Mary Helen Garcia (left) and Sherry Crawford, senior clerks in Planters sales at the new RJR Sales Co. office in Dallas. A story on how a comprehensive office consolidation and refurnishing project is "putting it together" for tobacco, Planters and C&S sales operations in Dallas and nationwide begins on page 4.

NEW BRANDS

Sales program for Premier gets results

RJR Sales Co. put together one of the most sweeping and comprehensive test-marketing introduction programs in company history for the Premier brand.

The extra effort gained immediate results for the landmark new brand, home-office sales planners and field sales staffs agree.

"This is probably the most comprehensive introduction plan ever provided for a new brand," says Dave Hunt, staff vice president — sales planning, tobacco products.

"We've produced an outstanding combination of advertising, promotion plans, merchandising, point-of-sale materials and trade plans, all targeted toward ensuring retail distribution, display, product presence and product availability for Premier."

"Bringing Premier to the field has been an exciting and rewarding project," says Dick Luongo, director — sales planning, tobacco products. "It's one of the most significant introductions in RJR history, and it's the most interesting and challenging program I've ever worked on in almost 20 years with the company."

"We've had a tremendous response from the field," Luongo says. "Chains and wholesalers are calling our four test divisions — St. Louis, central St. Louis and Tucson and Phoenix, Ariz. — asking for presentations and product."

Sales staffs in the four test divisions began presenting Premier to chains and direct accounts Aug. 29, three days after meeting in Phoenix to learn about the product and plans for promotional, advertising and merchandising support for the brand.

"The teamwork between sales and all the other parts of the company involved has been tremendous — everybody has pulled out all the stops to make this brand a success," Luongo says. "We're providing the field with the best POS, displays

and promotions, to ensure retail acceptance and smoker trial."

Media coverage of Premier stirred intense interest among direct accounts, retailers and wholesalers, even before presentations began, and acceptance of the brand has been immediate and enthusiastic, field sales personnel report.

"I've had chain people call me to move up their appointments so they can get the presentation on the brand, and that's a first," says Ray Calderon, chain accounts manager in the St. Louis chain division. "The accounts know Premier is a first in the industry and they want to get involved."

Videotapes, brochures and samples help educate accounts about the unique attributes of Premier — and help make Premier presentations exciting and fun, sales managers and representatives agree.

"The videotape starts a flow of questions, and then I demonstrate the brand and we take one apart," says Brett Williams, division manager in the Tucson division. "Then they sample Premier, and that really generates a lot of interest and excitement."

"Retailers are really excited about this cigarette," says Kirk Stahlman, area sales representative in the Phoenix division. "The key is educating the retailer and the smoker, and the best way is one-on-one."

"One of my directs was so excited about it, he went out and personally sold 100 cartons in three days," says Al Slaughter, central St. Louis division manager. "After the news stories broke, everybody was looking for it, and he says he had a ball selling."

"Premier is going to fly," Slaughter says. "Not only is it a great product, but we have the advertising, promotional and merchandising vehicles to gain smoker trial and conversion like never before."

"The chains anticipate a lot of movement, and they're eager to get started," Williams says. "I haven't had to twist one arm yet — they're twisting mine."



Retailers were eagerly anticipating the introduction of Premier in the St. Louis lead market, says Al Slaughter, central St. Louis tobacco sales division manager.

CONSOLIDATION

'Together' is now a way of life in Dallas

For RJR Sales Co. tobacco, Planters and confectionery and snacks sales employees in the Dallas area, the promise of "togetherness" has become a reality.

"Together" is now an everyday way of life for the Dallas region and division staffs who sell RJR and Planters Life-Savers products in the Dallas division. They are among the first RJR Sales Co. employees to consolidate tobacco, Planters and C&S offices in a single location, complete with new office furnishings.

Tobacco and C&S sales employees in the Dallas mid-cities division across town are "together," too, as a massive program for consolidating and refurbishing RJR Sales Co. field sales offices nationwide gets under way.

Consolidation is already working well in Dallas and holds great promise for the whole company, says Reggie Dodson, Dallas regional sales manager for tobacco products.



Jim Helm (left) and Reggie Dodson check installation of overhead storage cabinet with Mark Deener, training and development manager in the Dallas tobacco sales division.



Large expanses of glass and modernistic architecture contribute to a spacious feel at the consolidated region and division offices in Dallas.

CONSOLIDATION

"It's amazing when you can take three groups that have been separated and put them together and have them get along so well in no time at all," Dodson adds. "It just goes to show that the natural compatibility really is there."

"Everything is falling into place — it really is getting to feel like home here now," says Jim Bunnell, Southwest region manager for Planters sales.

"The new furniture and accommodations are just great," Bunnell says. "We've got a lot more working space and we're very pleased with the new stockroom arrangements in this location. We had been renting storage space for our racks and supplies."

"The three groups have a lot in common, and now that we're here together, we can work together a lot better," Bunnell adds. "We can get together on things like advertising and customer relations and really start leveraging our combined strengths as a company."

"It's been a very positive move," says Vern Reid, Southwest region manager for C&S sales.

"We're in a tremendous position for the long-term growth of all three organizations," Reid says. "The office space and physical facilities — the desks and other furnishings — are excellent."

"We've already put together joint fixture programs for several chains," Reid notes. "Whenever one organization has an opportunity, with everybody else just a few feet away, it's so easy to bounce ideas off each other and explore the mutual possibilities."

The consolidation and refurnishing project merges 162 tobacco sales offices and 22 C&S sales offices — including five shared with Planters and other RJR Nabisco sales operations — across the United States, explains Wayne Tucker, sales facilities lease manager in the home office. Tucker is coordinating the project,



A new office and efficiently designed furnishings help Jan Schantz work more effectively with Planters sales reps in the field.

with the help of sales facilities specialists Julie Bowman, who works with leases, and Vicki Boles, who coordinates furniture layouts and deliveries.

Except for the five locations shared with C&S, most Planters sales managers had been working out of their homes and will be getting their own regular office space for the first time, Tucker explains.

"With the consolidation, all of our sales

managers will be getting full secretarial and office support, including mailing and copying services," he says.

Another improvement is ample space at every location for storage of fixtures and other supplies, eliminating the need for renting storage space and storing articles in employees' garages.

The consolidation and refurnishing project, which is to be completed in 1990, has a number of objectives.

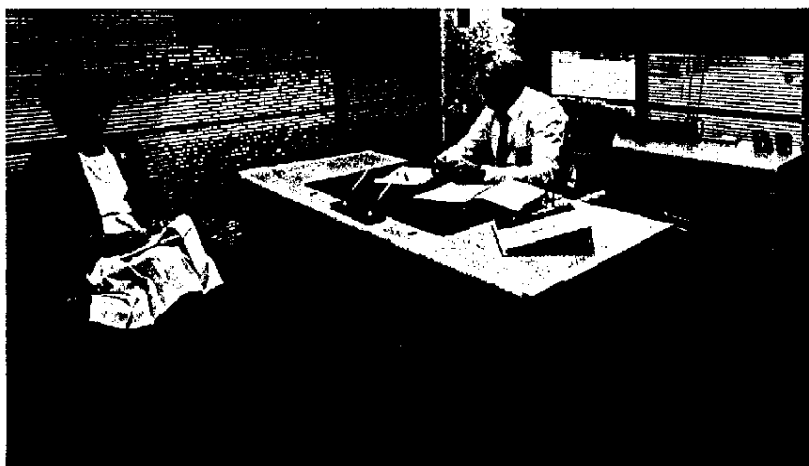
"Our mission is to accomplish as quickly and as efficiently as possible the consolidation of three highly successful sales organizations — tobacco, Planters and C&S — so we can take full advantage of our shared synergies and the efficiencies and cost advantages of using common space and equipment," says Jim Helm, director — sales materials.

"Sharing space creates more sharing of our knowledge and experience and makes the company stronger," Tucker says. "Cooperation is easier when everybody is in the same place."

Consolidation also improves access to the company's merchandising and sales information systems, an important advantage as these systems are implemented nationwide for all sales operations, Tucker says.

Consolidation also saves money in several ways, he adds. Lower lease rates

(continued next page)



Jim Bunnell and his secretary, Mary Pederson, enjoy working in Bunnell's comfortable corner office in the Planters section of the new Dallas Complex.

CONSOLIDATION



A large, well-organized storage room at the Dallas Complex holds ample supplies, materials and fixtures for all sales reps and managers.

(continued from page 5)

can be negotiated for larger spaces, and needless duplication of office equipment can be avoided.

Elimination of rented warehouse space also will result in considerable savings, according to Tucker. "In many cases, sales offices are renting one or more mini-warehouses to store materials and fixtures. This is costly and makes shipping and receiving inconvenient."

Benefits to the company from consolidation are numerous. But human considerations are paramount, when consolidation moves are being planned, Tucker emphasizes.

"The first thing we do is to take a close look at all the people who will be working in the new complex, where they live and how far they are from work," he explains. "Then we look for a good, central location that is convenient for our employees and has good access to major highways and our customers.



Shared office space helps people work more closely together on such shared strengths as merchandising, says Lee Usher.

"Then we sit down with each manager and go over the options," Tucker continues. "Communication is a key element."

The result of all these deliberations may be a decision to consolidate at an existing location or to relocate to a completely new site. "It just depends on the deal, factors like how much space we need, where space is available and what it costs," Tucker says.

"The critical element is to work with local management to identify a location that is the best for our people and our business," says Larry Giddens, group manager - sales capital leasing. "We're looking for a place where our employees can get to the office and to their work assignments with the least time wasted."

Once a location is selected and lease negotiations are complete, the company works closely with two contractors to supply the new furnishings and to carry out the actual moving at each location.

CONSOLIDATION

The furniture selected is high-quality, contemporary-style modular units, for maximum attractiveness, durability, flexibility and efficiency in everyday use, Tucker says.

"When the project is completed, every office will have the same style of furniture and the same color-coordinated appearance," he explains. "What we do is go through the office completely — desks, overhead cabinets, work stations, filing cabinets, everything, including moving the files and employees' personal articles, as well as the back rooms. Our contractors give us a turn-key operation at an ideal location."

Employees in the new, two-story Dallas Complex had high praise for the results of the consolidation and refurbishing project.

"It's been just great — we've got a lot more working space, both drawers and surface area," says Donna Walker, a division secretary in tobacco sales. "You don't have to leave everything out on the desk all the time, the way you used to."

"I love it," says Jan Schantz, Planters division sales manager — drug/mass merchandising, who worked out of her home



A glass-block wall brightens the Dallas mid-cities division office, where Brian Frugee, C&S key account manager, reviews paperwork with Sue Champlon, division secretary.

before the consolidation. "I've got a lot more room and support services, and I can satisfy the needs of my reps in the field more quickly and efficiently. That's important to me because I spend a lot of time with the reps, and I have limited time for administrative work."

"Joining forces is working well," says

Lee Usher, C&S division manager in the merged Dallas mid-cities tobacco and C&S division. "Our biggest shared strength with tobacco is merchandising, and we've already worked together on several programs. The furnishings are excellent and the work areas are really productive. This is just the beginning of what we can do together."

Paul Merlino, Dallas mid-cities tobacco division manager, likes the extra storage and work space available with the new furnishings. "It gives a more professional look when you don't have to leave everything spread out on your desk all the time," Merlino says.

"But working together is the most positive thing about the consolidation," Merlino emphasizes. "Now, when we need to communicate, we're just across the office from each other, instead of having to call all the time," he says.

"Now that we're together, we can see the synergies are really there. We're bouncing ideas off each other all the time."



In the home office, Wayne Tucker goes over office blueprints with (from right) Vicki Boles and Julie Bowman, while Secretary Anne O'Neal takes notes.

Sales retirees recall Camel leadership

Editor's Note: As part of our year-long celebration of Camel's 75th birthday, Sales Merchandiser invited all active and retired Reynolds Tobacco sales employees to share their recollections about the Camel brand. Here are some of your responses.

Dear Sales Merchandiser:

Camel was strong years ago and continues to be a leader today! I worked as a salesman for Mr. Maughs, division manager in the Springfield, Mo., division. Joplin, Mo., was my headquarters point and there was ample time to sell, display and advertise Camel cigarettes as our main brand during August of 1950.

The most competition was the Philip Morris and Chesterfield salesmen. The Philip Morris salesmen gave the "nose" or "sniff" test for a while, until that company discontinued the practice. The Chesterfield man sold 50 cartons of regular Chesterfields and gave the dealer a \$5 display allowance. Most often, the 50 cartons would wind up



Retired sales rep Robert R. Suryk's old customers still ask his son, Rick, an RJR sales rep, "How is Bob the Camel Man doing?"



Early Camel merchandising aids that Suryk has saved include a One, Two, Three Camel rack (at right) and a Camel menu board (at base of curtain).

displayed in liquor store windows. The sun would not exactly add to the flavor, since the brand did not sell fast.

We sold Camel cigarettes off the first manufactured merchandiser, the One, Two, Three Camel Rack. I saved one of these racks over the years. I also saved a Camel Menu Board that we placed in restaurants during 1951.

During 1951, I worked for Mr. Alexander, division manager in Peoria, Ill. By this time we were working Cavalier cigarettes, along with Camel as the major brand and with the full line of tobacco products.

Mr. Alexander, as a salesman during World War II, was given an allocation of 20 cartons of Camels to sell. Alex told me that each dealer was to get one carton only, but a great amount of Camel advertising was placed at each dealer's place of business.

Camel did "play in Peoria," and during carnival and fair seasons, strangers tried to buy cartons of Camel for five bucks a carton! The offers were refused and each dealer received his carton.

Later Mr. Wayne Bennett carried on with the principles of good management as Peoria division manager. We continued to promote Camel in advertising, and we used metal shelf strips, pulled the tops off cartons and displayed packs. Shelf strips, Camel calendars, Camel kick plates, and small, medium and large easels were used to advertise Camel. The Camel outside thermometers and "Camels Sold Here" decals also directed the consumer's attention to Camels.

We continued to give the most respect and loyalty to Camel as Winston King became the industry leader in sales. I am now retired and my son, Rick, carries my bag in the tradition of selling Camel today. In a lot of his accounts today, he is sometimes asked, "How is Bob the Camel Man doing?"

Robert R. Suryk
Galesburg, Ill.

CAMEL 75

Dear *Sales Merchandiser*:

I went to work for R.J. Reynolds Tobacco Co. on July 6, 1925 in Augusta, Ga. Mr. H.C. Fraser was my division manager and my department manager was A.P. Porcher of Columbia, S.C.

When I started with the company, Chesterfield was the best seller. Lucky Strike and Pall Mall were slow sellers at that time.

Not long after I started with the company, they started a very intensive program on Camel cigarettes. The company sent each salesman 25 cartons of Camels each week. We sampled everyone in each business we worked during the day.

We also got permission to sample all workers in manufacturing plants. We got there a few minutes before 7 a.m. and we gave each worker one package of Camel cigarettes.

We could see Camel sales gaining very

fast in a few weeks. A few months after I started, I called on three company stores in South Carolina one morning and sold them 20 cases of Camel. I hope they will be a big seller for many more years.

I enjoyed the article in the May *Caravan* on J.L. Cline (see below). I worked under him when he was department manager in Atlanta. I liked Mr. Cline very much; he was a very good man. Ninety-six years is a remarkable age, and I hope he has many more years.

I also worked under D.K. McKnight when he was division manager in Augusta. He was a good man and a good tobacco man.

I retired in 1966 after 41 years in sales. I hope the future will continue bright for R.J. Reynolds.

H.A. Forrest
Aiken, S.C.

THE RAPPER

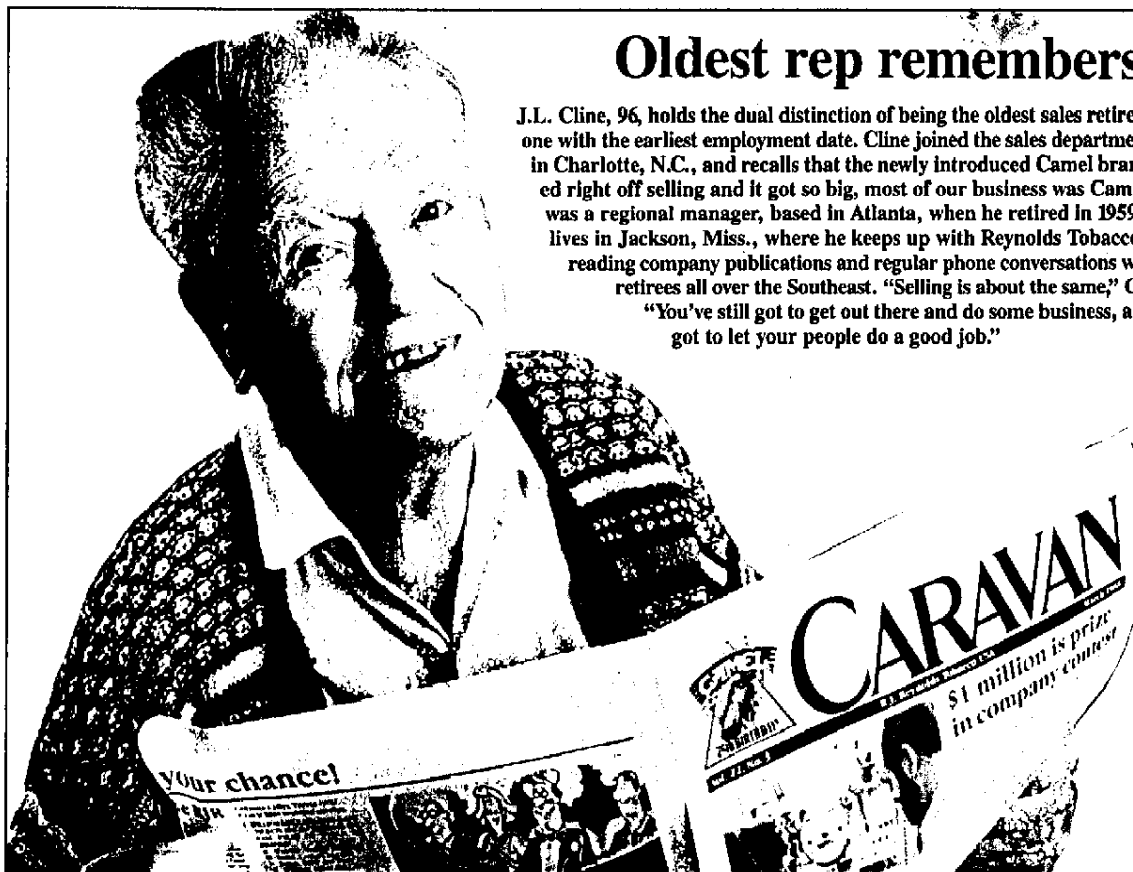


Camel cover

Birthday greetings for Old Joe provided the cover story for a recent issue of *The Rapper*, the magazine of the Sosnick Companies of Santa Clara, Calif., one of RJR's largest wholesale customers. Joe Bishop, budget and planning manager in the Pacific/Mountain sales area, and Christine McAdams, Santa Clara division manager, coordinated the coverage.

Oldest rep remembers

J.L. Cline, 96, holds the dual distinction of being the oldest sales retiree and the one with the earliest employment date. Cline joined the sales department in 1914 in Charlotte, N.C., and recalls that the newly introduced Camel brand "started right off selling and it got so big, most of our business was Camel." Cline was a regional manager, based in Atlanta, when he retired in 1959. He now lives in Jackson, Miss., where he keeps up with Reynolds Tobacco news by reading company publications and regular phone conversations with fellow retirees all over the Southeast. "Selling is about the same," Cline says. "You've still got to get out there and do some business, and you've got to let your people do a good job."



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SALES SUCCESSES



A Mule Marathon rider stops by Area Sales Representative R.G. Howard's mass display.

Mule marathon is sales event

Montana smokers could walk a mile — or ride a mule for 26 miles — for a Camel, Winston or Salem at the National Mule Marathon at the Mule Palace in Arlee, Mont., recently.

Actually, thanks to the imagination and initiative of Area Sales Representative **R.G. Howard** of the Billings, Mont., division, smokers who came to the annual 26-mile mule race did not have to walk or ride far at all to find RJR

products. Howard sold race organizers on a 3,500-carton mass display of Winston, Salem and Camel in a decorated mule trailer set up on the midway of the event.

The RJR display, complete with \$2-off coupons and free Camel mugs and lighters, was a big hit with the thousands of mule fanciers at the event. Organizers were so pleased with the results that they invited RJR to take part in the event next year, Howard reports.

Planters snacks 'best in the West'

Planters is "the best in the West" in salty snacks sales, as the successful sellers in the Planters Los Angeles division continue to record noteworthy sales accomplishments.

Sales Representative **Dale Fyola** is building business with Walgreen's Drug in the Phoenix, Ariz., market, placing eight wing racks and four tree racks to generate orders for 480 cases of cello product. Walgreen's also recently ordered 413 cases of 401 snacks for a special promotion.

Finding sales opportunities in non-traditional retail locations, Fyola recently

sold 59 cases of cello and five cases of 401 Snacks to the Phoenix Ace Hardware. Ace also recently agreed to expand its nut section.

Meanwhile, leaving nothing to chance, Sales Representative **Wesley Wright** sold 1,040 cases of cello to Core-Mark of Las Vegas, Nev., and sold Vega Wholesale of Las Vegas 200 cases of Planters products that were featured in a successful flyer promotion he initiated. Wright also placed a Drug Emporium ad featuring 502 snacks and 24-ounce peanuts in the Los Angeles *Times* and *Register* newspapers.

Reset boosts units for C&S

Store set time can pay off in distribution gains for the successful seller. Just ask Sales Representative **Carolyn Sawyer** of the Greensboro, N.C., C&S sales division.

While resetting a store at Cloverleaf Shopping Mall in High Point, N.C., recently, Sawyer also sold store management on new listings for Baby Ruth, Butterfinger, Bubble Yum, Care*Free, Fruit Juicers, Breath Savers and Lollipop bags on the gondola and at the checkout.

As a result, distribution at this independent store was improved by 12 units on the gondola and 16 units at the checkout.

Success is sweet in Providence

C&S sales representatives in the Providence, R.I., C&S district have enjoyed sweet success recently in their assignments.

Sales Representative **Tom Merrigan** increased his sales "by the book" at a Sweeties shop when he built a display offering free copies of the *Guinness Book of Olympic Records* with purchases of Life Savers, Fruit Juicers, Bonkers!, Breath Savers, Care*Free, Bubble Yum, Baby Ruth, Butterfinger and Planters peanuts. The shop owner was so pleased with the results of the promotion that he has increased his drop-ship orders for these products.

And Sales Representative **Margaret Mardas** had the Breath Savers logo printed on tote bags distributed to incoming freshmen at Mt. Holyoke College, with a Breath Savers sample in each bag. Mardas followed up with special Breath Savers and Care*Free tie-in offers at nearby Valley Farms stores.

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SALES SUCCESSES

Planters gains in San Francisco

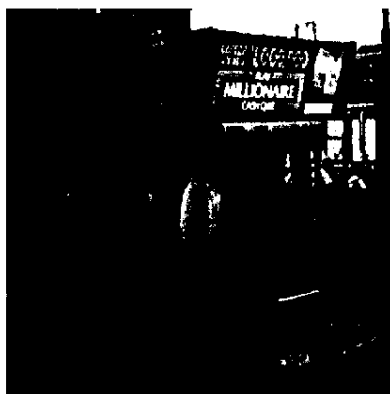
The sales representatives in the Planters San Francisco division have scored a number of noteworthy volume-building achievements in their assignments recently.

Sales Representative **Cindy Goodman** gained more than 1,200 cases of incremental volume with Humboldt Distributors in one recent two-week period. Goodman also generated additional volume with Longs Drugs, adding distribution of 12-ounce Cocktail Peanuts and Planters Premium Select Microwave Popcorn for recent advertisements and selling 100 cases of cello peanuts and sunflower kernels to Longs No. 45 for an in-store promotion.

Meanwhile, Sales Representatives **Tina Muscara** and **Susan Corso** secured their first cello ad with the 27-store Longs East Bay group, selling an additional 1,000 cases for the promotion.

And Sales Representative **Dave Jackson** sold truckloads of product to the Wal-Mart district in southern Colorado, including 3,675 cases of nuts, canister snacks and popcorn.

A highlight for Jackson was adding popcorn to ads for six Wal-Mart stores for the first time, selling 50 cases to each store.



Area Sales Representative **J.A. Garcia** sold Woolworth on RJR merchandising.

Woolworth store showcases RJR

Smokers can leave their hearts in San Francisco — and buy RJR products in the heart of the City by the Bay — because of the successful selling efforts of Area Sales Representative **J.A. Garcia** of the San Francisco division.

Garcia has turned the Woolworth store on San Francisco's Union Square into a showcase for RJR merchandising, including counter and overhead merchandiser displays for Camel 75th-birthday offers and Millionaire Cash Quiz.

The store is the highest-volume outlet in the Woolworth chain, with more than 5,000 customers a day.

Chain managers are 'racking up'

Tobacco chain accounts managers in the North Central sales area have been "racking up" some impressive volume and distribution achievements recently, with RJR racks beating out competitive fixtures in a number of major chains.

Jim Piscitelli, Cleveland chain accounts manager, put more than 600 Sohio, Boron, BP, Gulf, Gibbs and Gas & Go locations in the savings-segment business. Piscitelli gained Doral distribution in all seven styles, point-of-sale material placement and use of Doral counter fixtures exclusively for savings brands throughout the giant chain, despite intense competition from Philip Morris for the savings-segment business.

Piscitelli chalks up the victory to a team effort, including the work of North Central Merchandising Manager **Chris Pandy** and **Bryan Stockdale**, sales planning manager in the home office.

Meanwhile, Buffalo Chain Accounts Manager **R.L. McComas** has sold Fay's Drugs, a major upstate New York drug-store chain, on placing RJR permanent checklane displays and spring-loaded package merchandisers in all 150 of its stores. The units replace Philip Morris package fixtures in 75 locations.



An inflatable raft was part of this display placed by Sales Representative **Dave R. Long**.

Sales celebrates store birthday

Sales Representative **Dave R. Long** of the South Pittsburgh tobacco sales division recently turned the first anniversary of Gast Express in Moundsville, W.Va., into a real sales celebration for RJR.

Long set up a promotion in which each purchase of a carton of Doral gave the smoker a chance in a drawing for an inflatable raft. The raft was the centerpiece of displays totaling more than 1,300 cartons of RJR product.

SALES SUCCESSES

Cigarette sales revived at store

The Wal-Mart store in Port Orange, Fla., is back in the cigarette business in earnest, thanks to the efforts of Sales Representative **Hank Atkinson** of the Daytona Beach, Fla., division.

When Atkinson began calling on the Port Orange Wal-Mart, the store had relegated cigarette sales to the garden department.

Atkinson sold Wal-Mart management on moving the cigarette department back to the front of the store, and placed two exclusive Doral fixtures and an 8-sided low-profile spinner with more than half the space devoted to RJR brands. He recently capped his accomplishment by placing a 1,000-carton Doral mass display at the store.

Atkinson also sold K Marts in Port Orange and Daytona Beach on 90-carton Camel promotional displays, placing 150 Camel T-shirts and 150 Camel beach towels at each location.



A 1,000-carton mass display was placed at Wal-Mart in Port Orange, Fla., by Sales Representative **Hank Atkinson**.

Promotion wins new C&S account

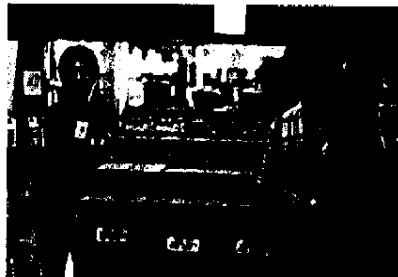
Sales Representative **Steve Osgood** of the Boston C&S sales district recently added an eight-store drug chain in Maine and New Hampshire to his account list with a successful promotion.

Osgood sold Birch Drug the Planters Ski Waterville Valley promotion, with two displays of 100-count peanuts and sandwiches at each store at a feature price of five for \$1. Osgood achieved a 100 percent sell-through of 15 cases of product at each store, for a total sale of 120 cases, and a solid base of success for future promotions with the chain.

Hawaii team sells Navy base store

The Hawaii division sales team of Assistant Division Manager **Dennis O. Holt** and Area Sales Representative **John N. Paulachak** recently "remembered Pearl Harbor" — and scored a direct sales hit at the U.S. Navy Commissary at the Pearl Harbor Navy Base.

Holt and Paulachak celebrated a recent holiday with a special two-week display of Planters LifeSavers products at the commissary. Incremental sales of 335 cases of popcorn, snacks, Care-Free gum and Breath Savers mints were reported.



A display was set up at the Pearl Harbor Navy Base Commissary by Assistant Division Manager **Dennis O. Holt** (right) and Area Sales Representative **John N. Paulachak**.

Planters reps score in Seattle area

Planters sales are great in the great Northwest, due to the extra effort of the successful sellers in the Seattle division.

Sales Representative **Mark Duclos** implemented his first cello sales drive at Core-Mark in Spokane, Wash., earlier this year, with sales of 400 cases. Duclos recently followed up with re-orders totaling 600 cases from this key distributor.

Duclos also recently capitalized on the "Peanut Days" celebration at Big R Stores in Union Gap, Wash., with an order of 261 cases of assorted products. He also scheduled the Mr. Peanut cold-air balloon for the event.

Sales Representative **Michelle Hair** is on her way to making Northwestern Drug one of Planters top 100 accounts, with business up 62 percent from last year. Recent orders include 300 cases of Mixed

Nuts to support a September advertisement and 400 cases of 16-ounce Dry Roasted Peanuts and 300 cases of canister snacks for a November coupon book.

Hair also recently sold 90 cases of canister snacks to the Sunbird store in Chehalis, Wash.

Sales Representatives **Ben Hodge** and **Damon Skyta** made the most of the recent Core-Mark trade show, with 51 sales in one eight-hour period. Highlights included sales of 980 cases of cello and 108 cases of oil-roasted nuts, placement of 10 new tree racks and 16 new counter racks, and distribution of Planters Premium Select Microwave Popcorn in nine new accounts. They also sold 687 additional cases of cello products to replenish inventory depleted by increased cello movement after the show.

SALES SUCCESSES

RJR is winner in Indy race car promotion

The Indianapolis 500 is a major event in the Indianapolis market — and sales reps and managers in the Indianapolis tobacco sales division turned the race into a major sales event for RJR.

The "Indy Race Car Madness" promotion challenged Indianapolis reps to create imaginative mass displays to capitalize on the sales opportunity presented by the race. Division Training and Development Manager K.T. Kensill created the guidelines for the promotion and the reps were "off to the races," placing mass displays in key, high-volume outlets.

Area Sales Representative Linda DiBortolo led the way, placing six race car displays, totaling 1,300 cartons of product. A total of 30 displays were built, boosting sales by 110 cases and revving up division morale and RJR brand exposure.



This special "Indy Race Car Madness" display was placed by Area Sales Representative Judi Yovich-Shewman of the Indianapolis tobacco sales division.

Charlotte races rev up volume

The recent Winston Cup NASCAR stock-car races at Charlotte Motor Speedway presented a high-powered volume opportunity that Area Sales Representative W.D. McCombs and the rest of the Charlotte, N.C., tobacco sales division quickly raced to exploit.

McCombs and the rest of the division placed mass displays, including Millionaire Cash Quiz promotions and highlighted by Winston Cup promotional offers and Winston Cup Merchandise Centers, throughout the Charlotte area before race week. Appearances by the Winston Cup show car also were arranged at area retail outlets, to capitalize even further on the fans' interest in the race.

The extra display presence and sales volume generated made RJR brands the real "winners" of the race.



Sales Representative Jeff Buchanan came up with the idea of attaching five-tier Life Savers Fruit Juicers racks to overhead package merchandisers placed in retail locations by tobacco sales representatives.

Tobacco, C&S get together on fixtures

Tobacco and C&S merchandising fixtures are working hand-in-hand to boost total RJR product sales in the Chicago area, thanks to the ingenuity and enthusiasm of Sales Representative Jeff Buchanan of the Chicago C&S district.

Buchanan is leveraging the overhead package merchandisers placed in retail locations by tobacco sales as an ideal location for five-tier racks for Life Savers Fruit Juicers. He walks into each account with the rack already filled with product and ready to go, and places the fixture immediately after each successful sales presentation.

The results are significant distribution gains and prime retail positioning for the new Fruit Juicers product line.

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SALES SUCCESSES

Security fixtures support self-service in Michigan

Michigan tobacco sales representatives have scored a number of noteworthy sales successes recently, using RJR security fixtures to maintain and increase RJR self-service merchandising.

In the West Detroit division, Area Sales Representative A.R. Miller learned that a Philip Morris carton fixture at Oaks Foodland was about to be converted to non-self-service. Miller sold the store on an electronic-security self-service Flex to replace the PM unit.

Miller also used electronic security to overcome pilferage concerns and convert Your Better Market and Save More Drugs from non-self-service to RJR self-service merchandising.

Across town in the East Detroit division, Area Sales Representative J.E. LaFave sold IGA supermarkets in Bloomfield and Pontiac, Mich., on converting from non-self-service to RJR electronic-security self-service. Sales volume increased from 300 to 545 cartons per week at the Bloomfield store and from 450 to 510 cartons per week at the Pontiac location.

And in the Lansing, Mich., division, Sales Representative S.D. Corne converted the Foodland in Adrian, Mich., from a Philip Morris non-self-service carton fixture to an RJR self-service unit with security doors and electronic security. Sales increased from 400 to 480 cartons per week.



Sales Representative S.D. Corne placed an electronic-security fixture at this Foodland grocery store in Adrian, Mich.



Bloomfield, Mich., IGA supermarket was sold on electronic-security Flex by Area Sales Representative J.E. LaFave (left) of the East Detroit tobacco sales division.

Planters sales storm hits Windy City

Planters sales managers and representatives in the Chicago division are blowing up a storm of extra volume all around the Windy City these days.

Division Manager Jim O'Malley and Region Marketing Manager Vic Pasqualicchio recently sold Jewel and Dominicks on a massive advertising and in-store display Snacktacular program covering more than 300 grocery outlets. Sales totaled 39,190 cases. Better yet, both accounts have agreed to repeat the promotion in a future quarter.

It's beginning to look a lot like Christmas for Key Account Manager Dave Schuster, who recently sold Promotions Unlimited, a Chicago-based drug co-op, 10,650 cases of product for holiday tie-in promotions and 4,478 cases for a Christmas advertisement.

Sales Representative Dave Detrie sold Prange-Way, a 20-store mass merchandiser based in Green Bay, Wis., an advertising and display program totaling 1,800 cases of nuts and snacks, an extra 1,400 cases compared with the same promotion last year.

Detrie also sold Badger Liquor more than 500 cases of 401 Snacks for a wine cooler tie-in promotion and teamed up with Sales Representative Jim Mindham to sell the five-store Milwaukee Drug Emporium group 320 cases of peanuts for a back-to-school ad and in-store display campaign.

Big promotion sells Big Bars

When Don Freeman, key account manager in the Charlotte, N.C., C&S division, sells, he thinks BIG — and he recently sold the division's biggest Big Bar promotion as a result.

Freeman sold Family Dollar Stores in Charlotte 2,600 cases of Baby Ruth Big Bar and 2,600 cases of Butterfinger Big Bar to tie in with a back-to-school promotion. Thinking even bigger, Freeman followed up by selling Family Dollar 3,919 cases of Baby Ruth, Butterfinger, Life Saver and Bubble Yum products for the chain's Halloween promotions.

SALES SUCCESSES

Outlets in Ohio go self-service

The Akron, Ohio, division recently waged a successful campaign for increased RJR self-service merchandising in retail outlets in the Akron area.

Sales Representative Jodi Pickett used the new electronic security system to maintain RJR self-service merchandising in the high-volume Apple/Sparkle Supermarket chain. Battling a strong sales effort from Philip Morris, Pickett maintained RJR Flex, gondola and end-cap units and Doral Savings Centers.

She also sold the chain on exclusive RJR advertising and impact pieces, and 450-carton mass displays at each store, resulting in incremental sales of 30 cases.

Also around Akron, Area Sales Representative D.A. Beach converted Charlie's Supermarket and Repco Market to RJR self-service; Area Sales Representative J.P. Sweeny sold Midway Foodland on self-service plans; the Acme Click chain accepted RJR self-service plans; and Area Sales Representative Sheryl Plummer converted Jay's Town & Country Market and Holdren's Sparkle to RJR self-service.

Sales Representative Vera Karapasha replaced Philip Morris carton and package fixtures with RJR units at Windham Valu King; and Area Sales Representative D.R. Frye sold Market Basket on 20 feet of Flex and eight feet of package racks, capped by a 32-foot canopy.

Chain takes Life Saver fixtures

A successful test of Life Savers in a Chicago Woolworth store recently resulted in placement of Life Savers fixtures at Woolworths in 15 states for Sales Representative Gary Garafola of the Chicago C&S district.

Garafola placed a five-tier Life Savers



Thornton Oil accepted displays from Chain Accounts Manager Duncan Murley.

RJR wins place in growing chain

RJR tobacco products have won a prime location in a fast-growing Midwestern convenience chain, thanks to the successful selling efforts of Duncan Murley, chain accounts manager in the Louisville, Ky., chain division.

Murley sold Thornton Oil, a high-volume gas and convenience chain with 100 locations, on permanent counter displays in the key cash register position for 36 stores. More important, the chain, which is rapidly converting its existing stations and adding convenience stores, has agreed to make the RJR displays part of all new and remodeled store sets.

display in one Chicago Woolworth as a test, and carefully monitored sales figures. When Garafola reported the results to Woolworth management, the display was immediately authorized for placement in all Woolworth locations throughout the 15-state central region.

Fixtures used for promotion

The St. Louis tobacco sales region made an extra effort to communicate the Millionaire Cash Quiz promotion to smokers, including a special POS strategy that got maximum promotional mileage from one of RJR's key assets: merchandisers, reports Regional Manager J.E. Powers.

Additional floor-base displays and temporary advertising were placed throughout the region in support of Millionaire Cash Quiz.

But the region also leveraged RJR's existing merchandising fixtures with additional point-of-sale materials to boost the promotion, concentrating on lighted canopies, placement of ads on side panels and placement of the "Take One" advertising packet. This aggressive strategy gained widespread additional attention for Millionaire Cash Quiz, Powers says.

Planters sales boom in Midwest

Planters business is booming in the Midwest, judging by recent sales successes reported from St. Louis and Detroit.

Julie Morse, a sales representative in the St. Louis division, has increased direct-order business from the Osco drug chain, including 10 cases of pegboard product and 15 cases of 401 Snacks, after placing two cello wing racks at the Springfield, Ill., location. This is the first direct order ever placed by the store.

Morse also sold 125 cases of 401 Snacks for a group of five Wal-Mart stores.

In Detroit, Key Account Manager Mark Steinberg sold A.L. Price 1,335 cases of Planters Premium Select Microwave Popcorn, 1,000 cases of 401 Snacks and 200 cases of Bonus Mixed product. He also sold F&M Distributors two truckloads of 401 Snacks, totaling 4,368 cases, using the 401 Snack pallet program.

SHORT CALLS

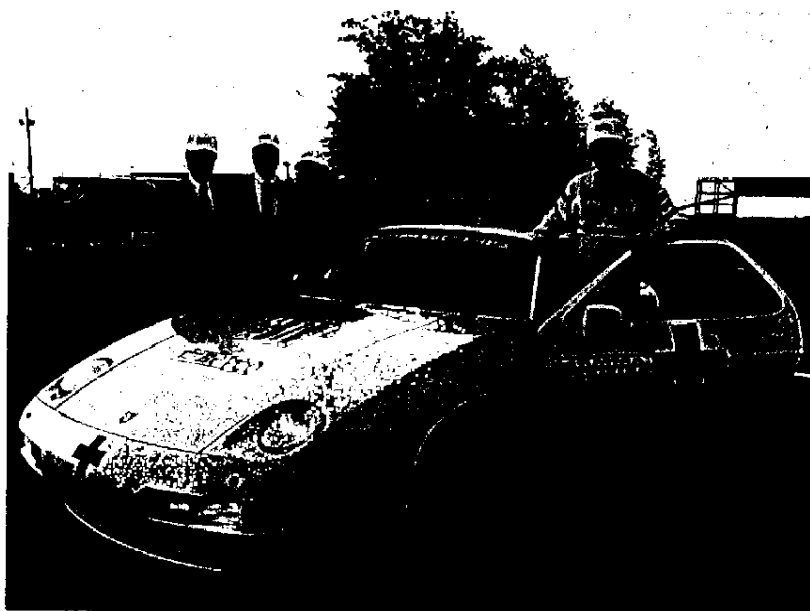
Revco chain honors RJR with award

R.J. Reynolds Tobacco Co. has received the annual Mortar & Pestle Award from Revco Drug Stores, Inc.

The award, presented each year in recognition of exceptional contributions to Revco by a manufacturer, was received in behalf of the company by Tony Varde Jr., RJR Sales chain accounts manager for tobacco sales in the Pittsburgh chain division. Revco is one of Reynolds Tobacco's largest customers, with more than 2,000 drugstores in 28 states.

Reynolds was the only tobacco-products company considered for the award, Varde notes.

Recent RJR-Revco projects include development of the Revco Rapid Response Medical Vehicle (RRMV) program, in conjunction with Revco's designation as



Chain Accounts Manager Tony Varde Jr. (second from left) sold Revco on sponsoring an emergency vehicle for Camel GT races. Here Varde joins (from left) Revco executive Dan Horwitz, Camel GT representative Pam Meadows and driver Larry Shover with the Revco vehicle.

an associate sponsor of the Camel GT sportscar-racing series. The RRMV is a specially equipped, radio-dispatched

Porsche that can bring speedy medical assistance to the scene of any accident during a Camel GT event.

Planters named Vendor of Year

ShopKo Stores, a 77-store, 11-state mass-merchandising chain based in Green Bay, Wis., has selected Planters for its 1988 ShopKo Partners in Progress Vendor of the Year award.

The award, including a plaque presented to Planters products sales management at a recent dinner, honors Planters for "outstanding performance in product quality, service, growth potential, increased sales, profit opportunities and a cooperative relationship with ShopKo," according to William J. Tyrrell, president of the chain.

Steady growth in distribution and advertising activity, improved shelving and implementation of truckload sales in the past year have contributed to strong increases in Planters business at ShopKo.



Camel is here!

The Grand Rapids, Mich., tobacco sales division has been celebrating the "year of the Camel" with this display of Camel advertising, promotional pieces, packages, premiums and other brand memorabilia. The display, set up in the division meeting room, has generated a lot of enthusiasm for Camel's 75th-birthday programs, reports division manager C.S. Pettett.

Fay's Drugs recognizes R.L. McComas

Fay's Drugs, a 150-store chain, has honored R.L. McComas, chain accounts manager in the Buffalo, N.Y., tobacco sales chain division, with a Fay's Merchandising Award. The award was presented to McComas at a recent Vendor Appreciation Day banquet.

The award recognizes McComas' achievement in helping Fay's Drugs boost cigarette sales by 19 percent over the past year. Working with the chain's merchandising, security and operations departments, McComas converted 62 Fay's locations to self-service operation, using RJR's electronic-security system to address pilferage concerns.

SHORT CALLS

Life Savers helps spread safety-belt message

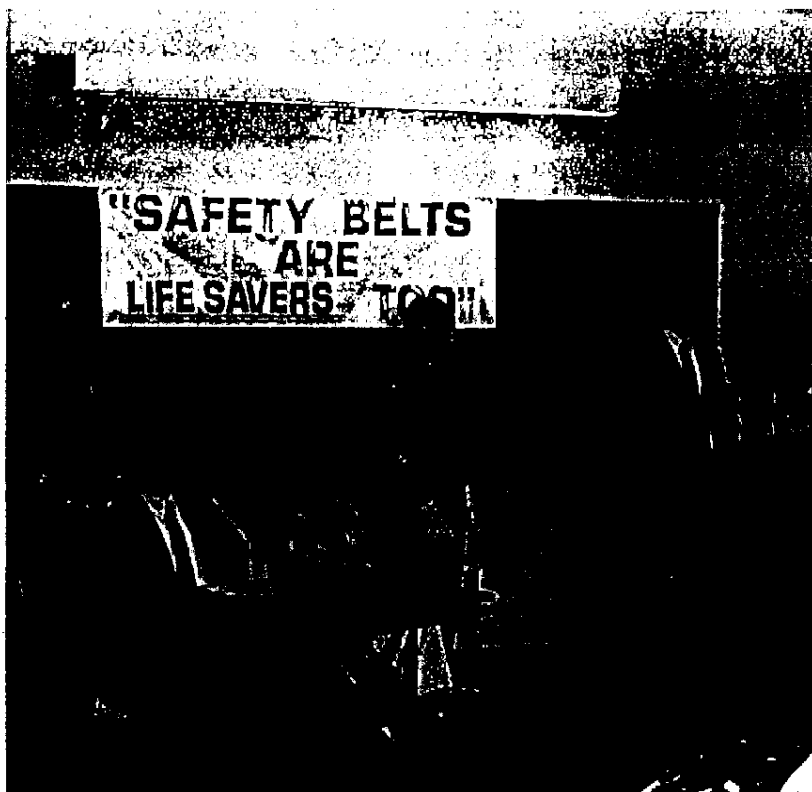
"Safety belts are Life Savers, too."

That was the message that Louisiana motorists received this summer as the state's Highway Safety Commission and the Life Savers brand teamed up with other sponsors in a program to remind drivers to buckle up.

The program boosted Life Savers sales and generated considerable favorable publicity for the brand, reports Roger McFarlane, division manager in the Memphis, Tenn., C&S sales division. As part of the program, the Louisiana State Police handed out free Life Savers miniatures at checkpoints where inspections were conducted to encourage seat belt use.

Wal-Mart Stores, another program sponsor, bought 670 cases of Fruit Juicers and Life Savers for promotions at its 67 stores in Louisiana. To kick off the program, McFarlane appeared at a televised news conference in Baton Rouge, La., with state officials and "Vince and Larry," the auto crash-test dummies that star in television seat-belt commercials.

Seat-belt advocacy groups and C&S sales managers are now working on plans to expand the Life Savers tie-in program to Mississippi and Arkansas in the future.



Division Manager Roger McFarlane (right) joined Louisiana state officials and "Vince and Larry," the auto crash-test dummies who star in television seat-belt commercials, to announce Life Savers participation in a program to encourage use of the "lifesaving" belts.

Popular candies are marketed for fund-raising

Baby Ruth and Butterfinger are now being marketed to youth groups and other non-profit organizations for fund-raising sales.

Fund-raising business can generate significant sales for Baby Ruth and Butterfinger, explains Chris Will, Planters Life-Savers group product manager for the brands. "Organizations that depended on federal funds for support have turned to the fund-raising arena, resulting in more opportunity," Will says.

Chocolate products account for almost half of \$1.3 billion in annual sales in the fund-raising market, Will notes.

The familiarity of Baby Ruth and Butterfinger and their widespread acceptance among children and adults make the brands easier to sell, Will says. Both bars are available to organizations in a 50-cent size at a cost of 25 to 30 cents; and in a \$1 size at a cost of 45 to 60 cents, he adds.

The company hopes that RJR employees will become "ambassadors" for the program by choosing Baby Ruth and Butterfinger to sell to raise funds for their groups, Will says. Employees can get further information about the program by calling Planters LifeSavers toll-free at 1-800-622-6355.

J.E. Riley wins vendor award

J.E. Riley, chain accounts manager for tobacco sales in the Denver chain division, has been honored as Vendor of the Month by the King Soopers grocery chain. King Soopers, the top grocery chain in Colorado, is one of the largest RJR Sales accounts in the Denver region.

The Vendor of the Month is selected by King Soopers management in recognition of services to the chain beyond the routine duties of a vendor to a customer. Riley's selection marks the first time the honor has been bestowed on a tobacco company representative.

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PROMOTIONS & APPOINTMENTS



Joseph M. Lanterna has been promoted to group manager - sales training and development in the home office.

Lanterna joined the company in 1972 as a sales representative in the Baltimore tobacco sales division, where he was promoted to area sales representative the following year. He was promoted to assistant division manager in the West Detroit division in 1976 and to division manager in the Lansing, Mich., division in 1980. Lanterna was promoted to budget and planning manager in the Pacific/Mountain sales area in 1983, to sales training and development and vending/military manager in that area later that year and to sales personnel development manager in the home office in 1987.



William L. Judkins II has been promoted to sales employment practices manager in the home office.

Judkins joined the company in 1978 as a sales representative in the Norfolk, Va., tobacco sales division, where he was promoted to area sales representative the following year. He was promoted to area manager - merchandising in the Washington, D.C., chain division in 1981 and to training and development manager in the Washington, D.C., region in 1982. Judkins was promoted to assistant division manager in the Alexandria, Va., division in 1983, to division manager in the Frazer, Pa., division in 1985 and to sales personnel operations manager in the home office in 1987.



Cheryl A. Fredricks has been promoted to region training and development manager in the C&S central region.

Fredricks joined the company in 1978 as a sales representative in the Flint, Mich., tobacco sales division, where she was promoted to area sales representative the following year. She was promoted to assistant merchandising manager in the Detroit chain division in 1980, to merchandising manager in that division in 1982 and to assistant manager in the Green Bay, Wis., division later that year. Fredricks was promoted to division training and development manager in the Green Bay division in 1986 and to division manager in the Rockford, Ill., tobacco sales division later that year.



C.H. Norris has been promoted to region training and development manager in the C&S northeast region.

Norris joined the company in 1975 as a sales representative in the Manhattan, N.Y., tobacco sales division, where he was promoted to area sales representative the following year. He was promoted to area manager - merchandising in the New York chain division in 1979 and to assistant division manager in the North Jersey division in 1980. Norris was promoted to division manager in the Suffolk, N.Y., tobacco sales division in 1984.



P.N. Vlahos has been promoted to region training and development manager in the C&S western region.

Vlahos joined the company in 1980 as a sales representative in the San Francisco tobacco sales division, where he was promoted to area sales representative the following year. Vlahos was promoted to assistant division manager in the San Francisco division in 1983 and to division manager in the South Denver tobacco sales division in 1986.



K.N. Wadia has been promoted to region training and development manager in the C&S southwest region.

Wadia joined the company in 1976 as a sales representative in the West Houston tobacco sales division, where he was promoted to area sales representative the following year. He was promoted to training and development manager - field in the Houston region in 1982, to merchandising manager - field in the Houston chain division in 1983 and to assistant division manager in the North Houston division later that year. Wadia was promoted to division manager in the West Houston tobacco sales division in 1985 and to sales personnel manager in the home office earlier this year.



D.M. Williams has been promoted to region training and development manager in the C&S southeast region.

Williams joined the company in 1975 as a sales representative in the Macon, Ga., tobacco sales division, where he was promoted to area sales representative the following year. Williams was promoted to assistant division manager in the South Atlanta tobacco sales division in 1981 and to division manager in that division in 1985.



P.D. Wilhour has been promoted to chain accounts manager in the Portland, Ore., tobacco sales chain division.

Wilhour joined the company in 1976 as a sales representative in the Riverside, Calif., tobacco sales division, where he was promoted to area sales representative in 1978. He was promoted to manager - military and institutional sales in the Riverside division in 1982 and to assistant division manager in the Portland, Ore., division in 1984. Wilhour was promoted to division manager in the Salt Lake City division in 1986.

PROMOTIONS & APPOINTMENTS



J.C. Erskine has been promoted to division manager in the Memphis, Tenn., Planters sales division. Erskine was assistant division manager in the West Houston tobacco sales division.



J.D. Rauch has been promoted to division manager in the Minneapolis Planters sales division. Rauch was training and development manager in the Evansville, Ind., tobacco sales division.



Charles Julian has been promoted to division manager in the Sacramento, Calif., tobacco sales division. Julian was assistant division manager in the South Seattle tobacco sales division.



R.R. Steele has been promoted to division manager in the Philadelphia tobacco sales division. Steele was assistant division manager in the Omaha, Neb., tobacco sales division.



D.C. Stewart has been promoted to division manager in the Salt Lake City tobacco sales division. Stewart was special accounts manager in the Seattle tobacco sales chain division.

To division merchandising manager - C&S: Charles C. Belfiore, New York division.

To key account manager - C&S: Michael B. Akers, Cleveland division; Robert J. Callaghan, New York division; Cheryl A. Patten, Atlanta division; Robert H. Wada, Denver division.

To sales manager - Planters: Eileen T. Karnick-Pohlman, Los Angeles division; Michaela K. Maloney, New York division.

To key account manager - Planters: Penny B. Schneider, San Francisco division.

To assistant division manager - tobacco: J.M. Rutledge, West Palm Beach, Fla., division; Paul G. Schwehn, Eugene, Ore., division.

To division training and development manager - tobacco: Noshir M. Challa, West Houston division; Robby R. Garlington, East Houston division; Deborah J. Grable, Little Rock, Ark., division; Dennis Hightower, Macon, Ga., division; James E. Perry III, Baltimore division; William J. Reece, Jacksonville, Fla., division; Russell R. Shaw, Winston-Salem division.

To special accounts manager - tobacco: John J. Bacon Jr., Baltimore division; Steven C. Grossberg, Washington, D.C., division; John G. Kuchem, St. Louis division; M.N. Miller, Flint, Mich., division; Toni M. Musante, South Seattle division; H.A. Norris, Spokane, Wash., division.

To special resource manager - tobacco: Dennis G. Dillard, Alexandria, Va., division; A.R. Holt, North Los Angeles division; Marcy L. Richards, South Los Angeles division; Alexander Tamborrino, Queens, N.Y., division.

To senior transportation analyst - traffic and distribution, home office: Nancy S. McGlamery, Larry E. Hawn.

To sales employment practices coordinator: Claudette H. McCoy.

The dive. You've always wanted to explore the mysterious undersea world. You've imagined yourself 50 feet down... enveloped by warm, crystal-clear water brimming with spectacular marine life and indescribable colors. Now, make that dream a reality. Your hard work and earned bonus checks can help net the adventure of a lifetime!

The reward...*just over the rainbow.*

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SALES MERCHANDISER

September-October 1988

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General Manager
Communications

Director of Sales

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